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(54) **DYNAMIC TARGETED ADVERTISING
AVATAR**

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(57) **ABSTRACT**

A dynamic, personalized advertising avatar based on a user's own avatar used in an online service is used to provide branded advertising in a virtual context. A definition of a user avatar with user attributes is acquired, and custom attributes for a dynamic user-based avatar are received from an advertiser. Dynamically generated user-based avatars are created having at least a portion of user attributes of the user avatar and a portion of the custom attributes, so that the resulting custom avatar is recognizable to the user but represents a product brand or service. Information is then acquired regarding user activity on a device capable of displaying the dynamically generated user-based advertising avatar and advertisements generated based on the dynamically generated user-based advertising avatar and the targeting information. The advertisement is then rendered on the user device using the dynamically generated user-based advertising avatar.

